

AMF

cinemarketing activity

AMF ran a solus cinema campaign to revitalise perception of the bowling experience and to reinforce AMF as a top of mind entertainment destination.

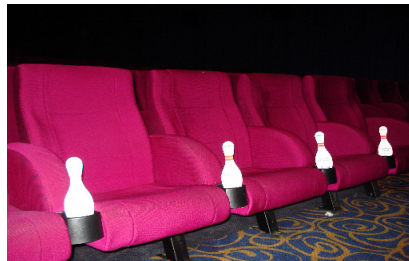
The cinema campaign consisted of an on-screen commercial supported by in-cinema promotion of the 'tight as Thursday' special offer bowling days.



The campaign was concentrated into cinemas within the geographic catchment area of the AMF centers, ensuring tight geographic targeting.



The on-screen commercial was shown before movies appealing to 18-34 year olds. Supported by the on-screen brand campaign, an innovative in-cinema promotion ran on Tuesday's, capitalising on lower price movie tickets, to raise awareness of the AMF tight as Thursday promotion, offering bowling nights for \$6.



Between sessions where the on-screen commercial was playing, promotional teams at participating cinemas stocked the between cinema seat cupholders with AMF branded cardboard bowling pins reiterating the 'tight as Thursday' offer.



Moviegoers on arrival into the cinema auditoria were then faced with a sea of bowling pins prior to exposure to the on-screen commercial. The campaign was supported in foyer with use of the Cinelight transitioning light boxes displaying the AMF 'tight as Thursday' offer.



AMF also hosted cinema nights for staff across the country to showcase the marketing campaign.